

85 01843

COUNCILMEMBER GILDA FELLER
Civic Center Building
2180 Milvia Street
Berkeley, Calif. 94704

the
**Oceanview
General
Stores**




A Proposal Submitted

on

July 17, 1979

to the

Berkeley Redevelopment Agency



Digitized by the Internet Archive
in 2024 with funding from
State of California and California State Library

<https://archive.org/details/C124880091>

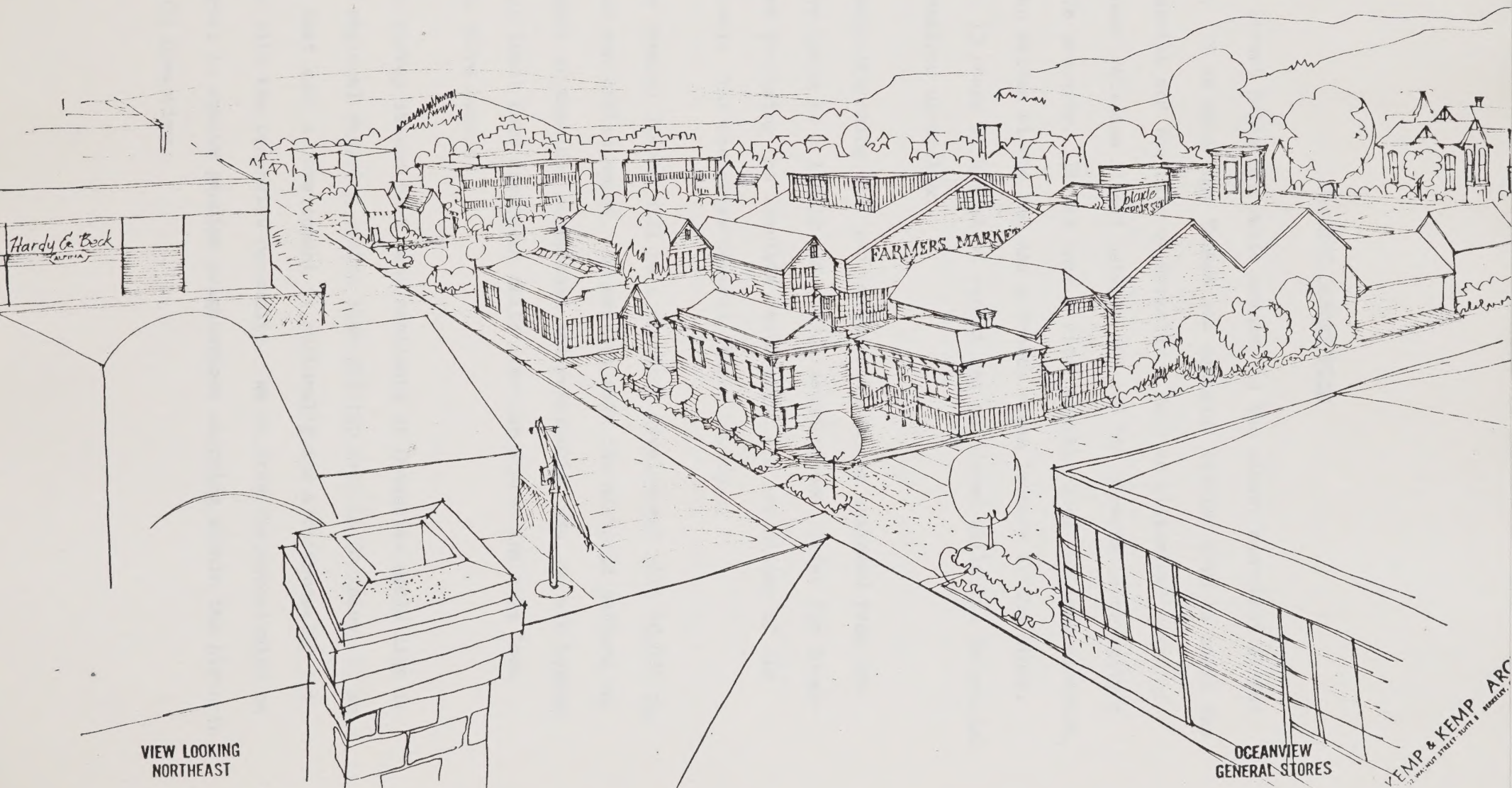
85 01845

TABLE OF CONTENTS

Pg. 1	PROJECT DESCRIPTION
Pg. 6	NEIGHBORHOOD NEEDS
Pg. 9	HISTORICAL RESTORATION
Pg. 12	BUILDING PROCESS
Pg. 14	PARKING
Pg. 15	ECONOMIC BENEFITS TO THE CITY OF BERKELEY
Pg. 18	AFFIRMATIVE ACTION PROGRAM
Pg. 21	PROJECT DEVELOPERS AND ASSOCIATES

APPENDICES

Pg. 26	OCEANVIEW SURVEY RESULTS
Pg. 29	HISTORICAL GLOSSARY
Pg. 30	-KEMP PROJECTS
Pg. 31	-REDO PROJECTS



VIEW LOOKING
NORTHEAST

OCEANVIEW
GENERAL STORES

KEMP & KEMP ARCHT.
123 MARKET STREET
HONOLULU, T.H.

PROJECT DESCRIPTION

Delaware Street below San Pablo Avenue, is the oldest east-west street in Berkeley. It is here that Yankee sea captains settled down to build the town of Oceanview and the city of Berkeley. From an historical point of view, abandoned Delaware Street between 5th and 6th Streets is our city's most valuable property. It was once a vital neighborhood business district, with a garden saloon at one end and a french steam laundry at the other. For the past 13 years it has stood vacant and abandoned while the Industrial Park Plan remained unresolved.

We are today proposing that old Delaware Street be awakened from its sleep to live again as a lively and useful neighborhood center for Oceanview. We are proposing the complete restoration and rebuilding of old Delaware Street: The Oceanview General Stores (O.G.S.).

Oceanview General Stores will be a combined development with 40,000 sq. ft. of retail and office space. In keeping with the historic pattern on Delaware Street of combined commercial and residential use, we are hoping to include at least four apartment units over the stores and make them available to store owners.

while our survey showed that many residents of Oceanview would like to see a large regional shopping center like Hilltop Mall in Berkeley, it is our feeling that such a development is culturally and architectually out of character with the Oceanview community. We do have the opportunity on Delaware Street to create genuine neighborhood shopping within the historic context of old Oceanview.

The Oceanview General Stores would provide for the specific needs of the west Berkeley area: the needs for certain kinds of stores; certain kinds of prices; and certain kinds of professional services. The need for pleasant, safe, and economical shopping places as well as the need for numerous essential services is acute throughout West Berkeley. With the exception of South West Berkeley, Oceanview is the most "have not" neighborhood in the entire city when it comes to neighborhood shopping. San Pablo Avenue in West Berkeley is a commercial strip development and a most uninviting setting for pedestrian shopping. Our survey tells us that west Berkeley residents travel to El Cerrito and Oakland to avoid San Pablo Avenue shopping.

In order to effectively create a shopping area which honestly serves the neighborhood, we surveyed the residents directly. We have given serious attention to the parameters already set down for Restricted Neighborhood Commercial Districts in the Berkeley Zoning Ordinance. While the project is not now abutting residential property, the adjacent site is so ideal for residential development that housing will no doubt be constructed there. (We are currently planning such a residential proposal for this site.)

Many residents of Berkeley are unaware of Oceanview. It was incorporated into Berkeley proper in 1878, yet it always retained its specific characteristics and personality. For many years, Oceanview has been kept alive, protected from total destruction by valiant citizens who knew of its past and believed in its possible future. When the Oceanview General Stores are built, no one will be ignorant of Oceanview. The past will become an integral and respected part of the present.

OCEANVIEW GENERAL STORES

Proposed Building Program

<u>Building</u>	<u>Area (approx.)</u>	<u>Use*</u>
<u>A.</u> 801 Delaware	1600 sq. ft.	Commercial
<u>B.</u> 805 Delaware	800 sq. ft.	Commercial
<u>C.</u> 807 Delaware	2000 sq. ft.	Commercial 1000/ Office 1000
<u>D.</u> Everding Pioneer Starch & Grist Mill	9950 sq. ft.	Commercial 4700/ Office 5250
<u>E.</u> 813 Delaware	1000 sq. ft.	Commercial
<u>F.</u> 817 Delaware Casabonnes Saloon	3500 sq. ft.	Commercial 2500/ Office 1000
<u>G.</u> 821 Delaware	800 sq. ft.	Museum 400/ Office 400
<u>I.</u> Building modeled after original Suenderman's Plumbing	2500 sq. ft.	Commercial 1500/ Office 1000
<u>J.</u> Building modeled after Heywood House 1808 Fifth Street	1500 sq. ft.	Commercial
<u>K.</u> Building modeled after Berkeley School District Maintenance Shops Seventh Street	1000 sq. ft.	Commercial
<u>L.</u> Building modeled after Manasse-Block Tanning Co. Fourth Street	9850 sq. ft.	Commercial 4600/ Office 5250
<u>M.</u> 816 Delaware	800 sq. ft.	Commercial
<u>N.</u> 818 Delaware	1500 sq. ft.	Commercial
<u>O.</u> 820-822 Delaware	<u>1500 sq. ft.</u>	Commercial

35-40,000 sq. ft.

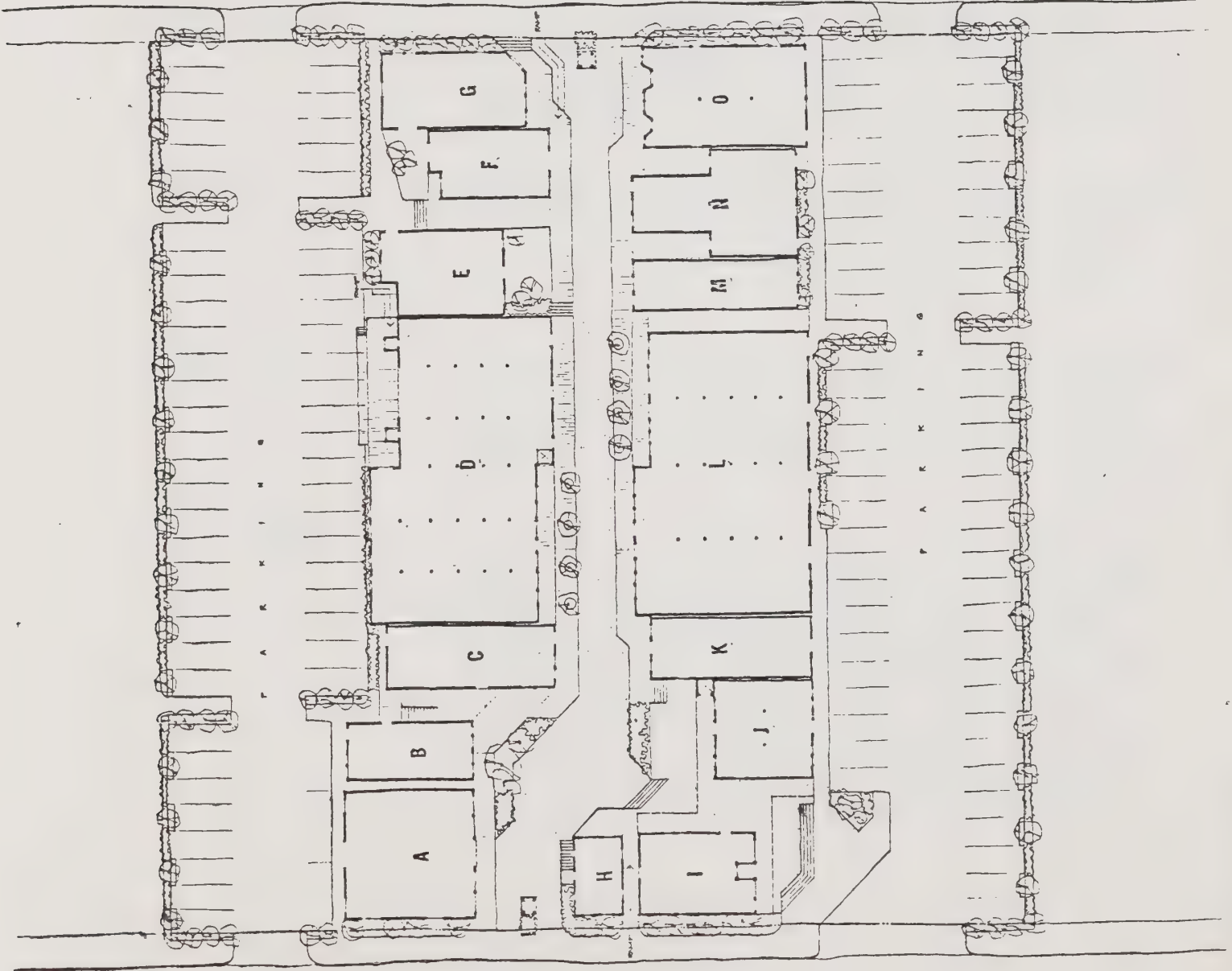
* Up to 4 residential units will be incorporated in conjunction with ground floor retail uses. Exact locations to be determined.



GROUND FLOOR
& SITE PLAN

CAMP & KEMP ARCHITECTS
1000 PINE STREET, SUITE 200
PHILADELPHIA, PA 19107
TEL: 215-595-1234
FAX: 215-595-1235
WWW.CAMP-AND-KEMP.COM

OCEANVIEW
GENERAL STORES



5 - 1 - 2 - 3 - 4

5 - 1 - 2 - 3 - 4

P A R K I N G

P A R K I N G

5 - 1 - 2 - 3 - 4

5 - 1 - 2 - 3 - 4

DELAWARE



OCEANVIEW GENERAL STORES

Proposed Site Development

- Parking Area: For up to 120 cars with loading area for commercial space. Parking area to be paved and landscaped to screen adjacent development and break up paved areas. Private parking for residential use will be developed.
- Landscaping: Attractive landscaping will be provided throughout the project. Larger planting areas will provide visual foci for pedestrian plazas, while individualized planting near each structure will offer seasonal variety and color.
- Utilities: Major site utilities will be underground; however, some over-head wires may be installed for historical effect.
- Accessibility: Access and facilities will be provide for disabled persons.
- Alternative Energy/
Conservation: Project hot water will be provided via solar hot water heating systems. The use of insulation, weather-sealing, and effective building orientation and construction will minimize energy consumption. Landscaping will also be employed to minimize utility bills.
- Common Space/
Public Areas: The emphasis on common space will be pedestrian amenities: covered wooden boardwalks will permit comfortable allweather use of outdoor space and provide a pleasant walking surface for shoppers. Extensive planting will add colorful accents and create a pleasant microclimate. By narrowing Delaware Street, a public promenade(which comprises 25% of the site) will be created. This promenade will be comfortably scaled for window shopping and relaxing. The larger plaza at the western end of the street will provide a meeting place for friends and a gathering place for entertainment.

OCEANVIEW GENERAL STORES

Proposed Project Schedule

1. <u>Project Planning & Approval Process</u>	<u>Start</u>	<u>Finish</u>
Proposal development	Winter/Spring 79	Summer 79
Project approval & sale of site	Spring 79	Summer 79
Detailed site development	Fall 79	Fall 79
Project Financing	Fall 79	Winter 79
Tenant leasing(intents)	Winter 80	On-going
2. <u>Construction Documentation</u>	Fall 79	Spring 80
<u>Construction Budgeting</u>	Winter 80	Winter 80
3. <u>Construction Bidding for Subcontracts</u>	Spring 80	Spring 80
<u>Construction Finance</u>	Spring 80	Spring 80
<u>Subcontracts Award</u>	Summer 80	Summer 80
4. <u>Construction</u>	Summer/ Fall 80	Summer 81
5. <u>Tenant Improvements</u>	Summer 81	Fall 81
6. <u>Occupancy</u>	Fall 81	***

***Subject to project approval and partial financing. Certain phases of this project (for example, Building A) may be completed in advance of this schedule. Building A may serve as project office and meeting space for discussions of community input.

NEIGHBORHOOD NEEDS

From the first stages of planning for old Delaware Street, the Oceanview General Stores partners consulted extensively with Oceanview groups and sought to discover through an out-reach effort, the needs and wishes of the community. Our plan for the Oceanview General Stores has been greatly shaped by this community input. In a survey, distributed throughout Oceanview, (see the appendix), we proposed a neighborhood shopping area and requested the community's ideas on the project. The response of the people of Oceanview was overwhelmingly enthusiastic. Oceanview residents come across loud and clear in regard to their need for goods and services.

The majority of those responding to our survey do not even shop in Berkeley. Shopping close to home in West Berkeley seems to be considered personally dangerous, especially by the elderly, and the available goods considered over-priced and of inferior quality. Oceanview residents shop in El Cerrito, Richmond, Albany, Oakland, as well as on University Avenue, Shattuck and Vine, and Downtown Berkeley. Elderly people who travel miles on buses just to do their laundry, appealed to us to give them a laundromat that is "clean and safe." The Oceanview General Stores would reopen the old french laundry building as a laundromat. People frightened to shop at San Pablo and University asked for a convenient Drug Store, also "clean and safe." Oceanview neighbors accustomed to traveling out of their area for all basic services suggested Doctors and Dentists offices, Legal Services, and "Everything."

Members of the Oceanview Committee and survey respondents expressed a

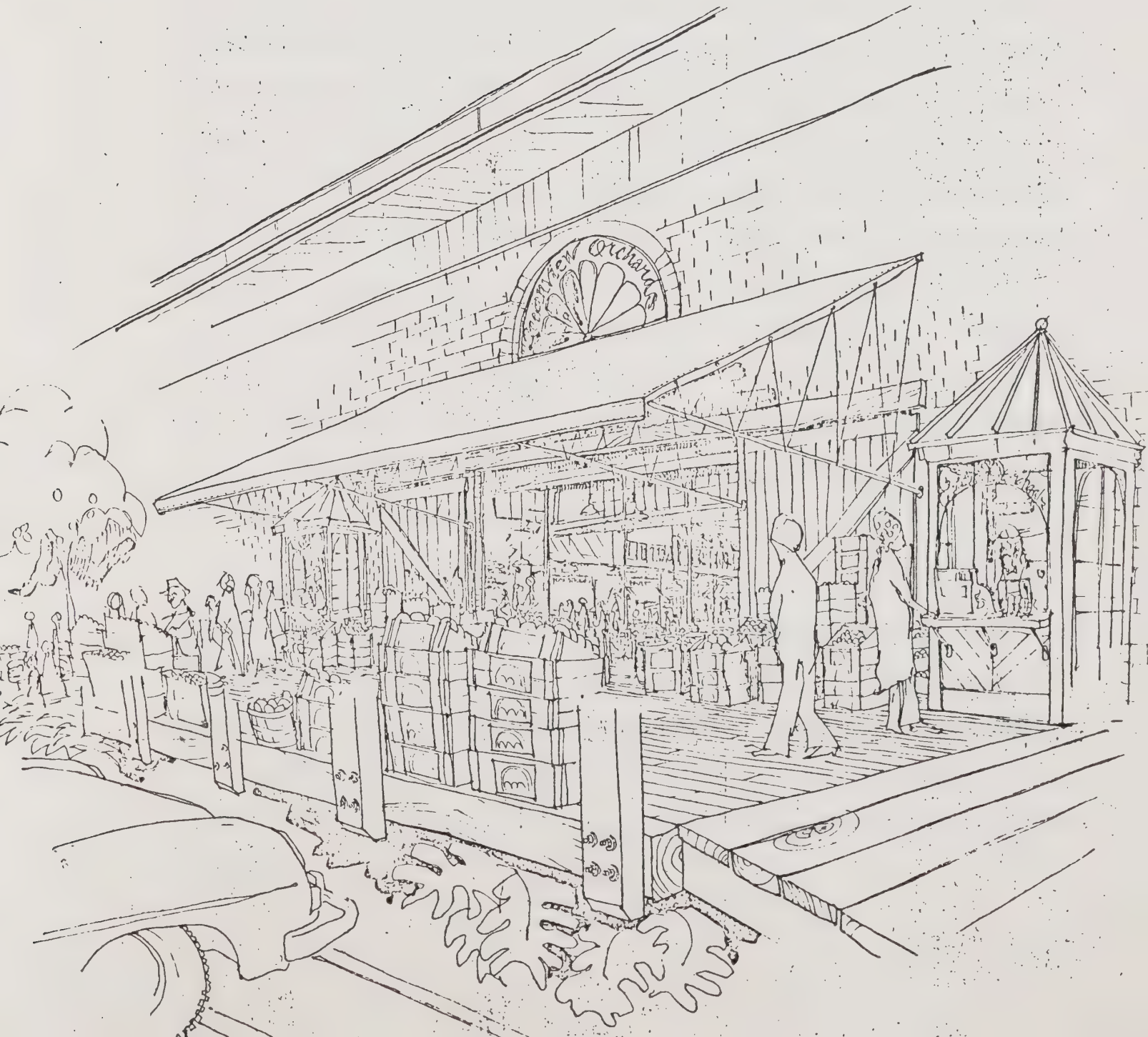
desire for stores providing basic goods such as produce, bakery items, health foods, and cheeses. The Oceanview Committee suggested a Farmers' Market. We incorporated this suggestion and have planned a large central Farmers' Market as the heart of Oceanview General Stores.

Many in the area would like to have a place in the Oceanview General Stores where they could go for a cup of coffee, a bite to eat or drink-- a low key place where they could meet with their family and friends. It is our intention to reopen the Garden Saloon, complete with garden in the rear as just such a family establishment. Our survey results were split down the middle over the issue of alcohol. Many residents feared the establishment of any business which served alcoholic beverages. Many looked forward to a kind of neighborhood "pub" where they could get a drink comfortably. We will look to neighborhood committees for a resolution of this issue.

Oceanview residents have to leave West Berkeley for practically everything they need and use. They work out of the area; they shop in other neighborhoods and towns; and their basic medical and legal needs are provided elsewhere. This situation works a further hardship on the people of Oceanview. The Oceanview General Stores will creatively and effectively enable them to shop and work.

Oceanview is a neighborhood without a focus. The concept of the Oceanview General Stores as a center for Oceanview is supported by the results of our survey. Oceanview residents want a town center that offers them basic goods and services and does so conveniently in a clean and safe and attractive environment. Our proposed mix of retail stores, professional

offices, and food service centers will provide these goods and services. This, plus the historically inspired beauty and charm of the project, will make it the natural center of Oceanview, a magnet that will draw the many disparate elements of Oceanview together.



HISTORICAL RESTORATION

Because of our experience in restoration work and our dedication to Oceanview's history we will do the following historical restoration work in Oceanview: we will rebuild every structure presently on Delaware Street; we will site the lovely Alphonso House at the head of the street so that its facade becomes the focus of the streetscape; we will seek to move onto the site what appears to be one of the old Heywood houses, now located on 10th Street behind Cal Stereo; Our plan allows a clear visual path between the buildings in the Oceanview General Stores and the beautiful La Strada house on 5th Street; Any new construction will be not only in the style of Oceanview's pioneer Victorians, but will actually duplicate structures which used to exist on Delaware Street or in the Oceanview Area; Specifically, the A. Berthelsen Motorcycle Repair Shop, the Manasse-Block Tanning Co., the Everding Pioneer Starch and Grist Mill, the West Berkeley School Maintenance Building, and the Wentworth Soap Factory. We will work to gain State and National recognition for the Delaware Street Area as an Historical District, making sure that the homes and businesses of the working class people of Oceanview get equal credit with the mansions of the wealthy and powerful.

The physical plan and style as well as the mixed use characteristic of this project are a result of careful analysis of early Oceanview photos and documentation provided mainly by the Berkeley Architectural Heritage Association (B.A.H.A.). Discussions with B.A.H.A. members and a presentation of the project to its Board of Directors resulted in suggestions and modifications to the project, all of which were aimed at insuring its historical integrity.

The challenge of the historical rebirth of Oceanview is a great source of inspiration for our project. The romance of old Delaware Street has enticed us from the very beginning of our partnership.

While we intend to maintain the simple, straightforward exterior lines of the pioneer Victorian buildings, we do not intend to make the interiors into period pieces. Too often the haste to fill these charming buildings with Victoriana overlooks the needs of the tenants and the customers. Rather, we choose to be inspired by the simplicity of the buildings and advance the interior design to meet modern requirements of function and comfort.

Original Delaware Street

A history of form, style, function, scale, and economy will be the criterion by which the architects will recreate the structures, the fabric and color of what was old Delaware Street.

The original "Pioneer Victorian" commercial district that existed on the Delaware Street site was indicative of the period. The buildings were small in scale and spaced fairly tightly together as development progressed. Each building showed the individual style and characteristic of its master-builder, yet there was a consistency in form, scale, finish, etc. that readily dated the architecture. One- two- and three-story structures principally rectangular in shape fronted the street. Boardwalk sidewalks were raised a step or two above the traveling surface to keep the soil and weather from shop interiors. A common use of the period was to have commercial, retail, or office use at the ground level with a residence above. It was

also common that the shop owner occupied the flat above, with a physical connection between the two levels. The rears of these buildings served as private entrances and yards for the families of the occupants as well as for service and delivery access. So, the backs of the buildings were clearly as important as the fronts.

The Delaware Street architecture exhibited the design principles, building techniques, and materials of the period:

Simple, clean, practical, and efficient lines, volumes, and finish.

"Salt box" shapes with occasional bays that received adornment.

Steeply sloped gable roofs.

Little or no overhangs but detailed and expressive eaves.

Horizontal shiplap or clapboard siding, painted in light colors (grays, beiges, whites)

Restrained details and adornment such as brackets, arches, trim, parapets, pediments, etc.

Local craftsmen supplied builders with trim, windows, doors, brackets, and assorted milled lumber that would be arranged and assembled in the builder's characteristic style.

An apprenticeship form of labor assured strict adherence to design process and construction techniques that resulted in impeccable craft and workmanship.

The "masterbuilder" combined his craft, his design talent, and a deeply-entrenched work ethic to create the style and architectural heritage that was the flavor of old Delaware Street.



VIEW LOOKING
WEST

OCEANVIEW
GENERAL STORES

BUILDING PROCESS

The Oceanview General Stores will be a dramatic demonstration of Berkeley's unique builders and building style: few communities have so benefited from a generation of self-motivated, individualistic, and often self-trained craftsmen.

Our relationship, over the last decade, with many of these craftspeople has been one of constant enrichment--each worker brings his individuality to the job, and is often very aesthetically and environmentally concerned. Workers are highly trained in disciplines that initially might seem unrelated, but do in fact contribute.

We'll be saving old buildings--with respect and thoughtfulness--so that they will share with us Berkeley's next decades. The process of restoring an old building is educational and often inspiring. It involves such things as removing rotting wood, softened plaster, knob and tube wiring, and lead plumbing. It exposes earlier building techniques, qualities of woodwork and wood unseen in today's buildings or lumberyards, patterns and designs of other eras--not to mention revealing artifacts of 50 to 70 years ago. These buildings will in many respects be trimmed and finished in materials and forms as consistent with their origins as possible.

Because of our interest over the years in restoration, we know many of the techniques required: we know when to buy spindels and railings and when to make them; and we know who can work with old plumbing, who will restore old woodwork, and who can envision the appropriate colors or molded wallpapers required. The restoration of 2120 Sacramento Street, completed in 1977, was

selected for the cover of the B.A.H.A. calendar, and the restoration at 1934 Stuart Street of a building, saved from destruction by SAVC Island developers, received an achievement award from B.A.H.A.

Because of our experience, we also know that these buildings must be brought up to code standards. The charm of some design features of the early 1900's also created fire and health hazards no longer tolerable. In addition, the changes in our life styles must be reflected in our buildings. Respect for the past must be infused with respect for the present. In very real terms, this means that restoration cannot always be historically accurate--there must be a good measure of practicality and common sense.

PARKING

While the design and the siting of the Oceanview General Stores will evoke the atmosphere of the 19th Century Oceanview, there will also be, in one respect, a significant departure from what a visitor from that period might expect: instead of mud- or dust-filled streets with hitching posts, we will provide the required weatherproof parking surface for horseless carriages. There is no doubt that asphalt is as offensive to our eyes as either the mud or the dust of that earlier era was to its inhabitants. Therefore we will at least landscape and buffer the parking as well as subdivide it into smaller areas. This will conceal from the neighborhood the 120 cars that will be accommodated and create smaller parking zones to relieve the monotony of the parking area. Required commercial loading zones are included, and in addition, private parking for residential use has been considered.

Berkeley Redevelopment Agency guidelines require a parking ratio in excess of 4 cars/1000 sq. ft. for the kind of development proposed in the Oceanview General Stores. In respect to the nature of this proposal being neighborhood oriented and due to the concerns of most community groups from which we heard, we are proposing approximately 2.5 cars/ 1000 sq. ft.

ECONOMIC BENEFITS TO THE CITY OF BERKELEY

Beyond the sociological and aesthetic advantages to the city of Berkeley, beyond the conveniences of local shopping, and beyond the expression of Berkeley's architectural heritage, there will be economic benefits for decades to come.

In dollars-and-cents terms, the project represents a real turn-around from 13 years of political upheaval and economic stagnation. Through more than a decade of political change, this area has lain fallow. And not only have the people of Oceanview suffered, but the city of Berkeley, as a whole, has lost revenue from a dozen different sources.

Per capita retail in Berkeley compared with the East Bay was at a parity in 1965. We did neither more nor less retail trade per person than the East Bay average. Previously, Berkeley did more trade and generated more revenue than the average East Bay community. In the years since 1965, years coincident with the undeveloped years of Oceanview, Berkeley's retail per capita sales dropped by an astounding 25%.* The political turmoil of those years is in no doubt related, if it is not causal.

Perhaps one could describe the consideration of proposals for the Delaware Street site as a political maturing, a transition from the flux and the change that allowed valuable land and valuable people to be politically bandied about, to what appears to be a desire for integrated community growth. It might be called a realization that commercial and residential development is healthy, that historical traditions and present realities are compatible, that commercial interests can serve community needs, that the health of the

*Source--City of Berkeley Economic Development Plan.

whole body does depend on each member being healthy.

In considering this project the Agency must link together the diverse pressures in Berkeley--history, shopping, tax dollars, growth, integration, jobs, and human elements--each must play a part in the Redevelopment Agency's decision.

The Oceanview General Stores will cost between 2 to 3.3 million dollars. The Berkeley Economic Development Plan indicates that for \$100,000.00 invested, \$2.50 to \$3.25 result in sales taxes. The Oceanview General Stores will generate \$50,000.00 to \$97,000.00 in sales taxes annually to Berkeley. Oceanview General Stores will also pay as much as \$37,000.00 per year in property taxes. In addition, there are other dollar contributions to the city: refuse collection which generates 5% of Berkeley's revenue and Business Licenses which is 2% of the city's income will be augmented. Indirect gain from the employment of Berkeley citizens will accrue as well. wages paid to and by these job-holders will, in turn, be largely spent in Berkeley, amplifying the general effect of the project.

As important as any other benefit of the Oceanview General Stores will be the jobs it creates. "Having a job" is the first rung on the ladder that has been denied to too many of Berkeley's residents.

During construction, on-site jobs will be created for Berkeley residents. Some 90 workers at all levels of construction work ability will be employed. Whenever possible, Berkeley-based suppliers and subcontractors will both contribute to and gain from the project. This, however beneficial it might be, is minor compared with the eventual need of the Oceanview General Stores for

over 200 employees and business owners. Berkeley residents will be actively and aggressively sought out as employees and as owners.



OCEANVIEW
GENERAL STORES

MP & KEMP ARCHITECTS
1407 STREET SUITE 8
SAN LEAN, CA. 94701-1000

AFFIRMATIVE ACTION

It is the intention of the Oceanview General Stores partners to make an active and aggressive Affirmative Action Program an integral part of our project. The partnership includes an associate who will act as an out-reach agent coordinating our Affirmative Action Program with goals in four principle areas:

- #1 the hiring of minority subcontractors
- #2 the hiring of minority and women construction workers
- #3 the hiring of minority and women employees in the completed project
- #4 the solicitation of participation in the finished project by minority business enterprises

Acting as General Contractor, we shall demand that all subcontractors conform to our Affirmative Action Program and will develop the necessary procedures to insure compliance.

In the hiring of subcontractors, our goal is 50% minority participation in the total subcontracted dollar value of the project. In monetary terms this is estimated at a figure between \$1,000,000.00 and \$1,650,000.00.

In the hiring of construction workers, our goal is a 50% minority participation on the craft-by-craft basis, based on the total work hours. In monetary terms the estimated figure in salaries would be between \$500,000.00 and \$810,000.00.

In the hiring of employees in businesses in the completed project, our intention is to develop contracts with the purchasees and lessees which will insure their "good faith" efforts to meet a 50% goal in the hiring of minority employees.

And finally in the participation of minority businesses as owners and tenants, our goal is that set by the Berkeley Control Compliance Officer as a realistic objective--25%. We intend to work very hard to exceed that goal.

In addition, it is the goal of the Oceanview General Stores partners that the highest possible percentage of the subcontractors, workforce, and business owners will be Berkeley residents. We will make more than a "good faith" effort in this regard and will supply the documentation of our efforts to the Berkeley Redevelopment Agency upon request. Our goal is 80% of Berkeley residents.

As a further addition to our Affirmative Action Program, the Oceanview General Stores partners propose the establishment of a "Job Site Training Program" during the construction phase. This program would serve to provide training and jobs to unskilled or partially skilled applicants of all ages and would thereby be a "first step" in the construction trades as well as opening up much needed additional jobs for disadvantaged Berkeley residents. One of our associates has had extensive experience working in this field and he will help us seek State and Federal agency support for the program.

Community Design Center

In order to insure the most effective Affirmative Action Program and to allow full community participation at various stages in the project, we propose to establish a neighborhood-based Community Design Center at the Oceanview General Stores. Because we feel that community participation is a vital part of effective neighborhood planning, a space will be reserved

in the project at an early stage to provide free architectural, landscape planning, and general planning services for non-profit community groups in Berkeley who could not normally afford fees for these services.

Members of our partnership and our associateship would establish this service on a voluntary basis. They have had previous experience in the concept and the usefulness of a Design Center, having been instrumental in opening up the Neighborhood Design Center in Oakland and having participated in a similar program in San Francisco.



VIEW LOOKING
NORTHWEST

OCEANVIEW
GENERAL STORES

KEMP & KEMP
ARCHITECTS
1902 WILSON STREET SUITE 100
OCEANVIEW, CA 94051 (415) 344-0890

PROJECT DEVELOPERS AND ASSOCIATES

The Oceanview General Stores Partnership

The Oceanview General Stores partnership came together over a common ground and a common vision: the restoration of old Delaware Street. In the past 7 months we have found that our common interest in restoration work, our shared construction skills and experience, and our mutual commitment to community needs make us a strong and viable partnership. We include for your benefit the resumes of our partners and our associates in order to demonstrate this unique combination of skills, experience, and commitment.

The Oceanview General Stores Partners:

Kathy Lustig: 35 years old, a partner in Realty Enterprises Development Organization(REDO), mother of 6 children ranging from 2 years of age to 18. After graduating with a B.S. in Economics and Political Science and after receiving teaching and Counseling credentials as well as a M.A. in Clinical Psychology from San Francisco University, she practiced Marriage and Family Counseling in Berkeley until she and her husband, Steven, started REDO. She is now a licensed real estate agent with Mason McDuffie Real Estate Co. in Berkeley and has worked among many other things on the restoration of single family houses. She has taken on several of these REDO projects single handedly. Most importantly, aside from her experience and creative skills, is her sincere commitment to this city, to its historical restoration and to community involvement.

Steven Lustig: having moved to Berkeley in 1956, Steven attended the University of California College of Architecture during which time he was an assistant teacher for graphics classes and coordinator of many student projects. After spending the next 3 years doing residential work for a local architect and building his own home, he spent 10 years as Vice-President of a San Francisco insurance company as well as serving as its Administrator and Advertising Director. In 1972 he returned to his intended profession when he and his wife, Kathy, started REDO which has been involved in the designing, building, and re-building(restoration)of many Berkeley structures. Since 1972 REDO has developed from a 2 person operation(with Steven cutting the pickets for a fence and Kathy nailing them on) to larger partnership with a diversity of employees. He now has a contractor's license and is a member of various builder's organizations.

John Wolohan: formerly a high school teacher and counselor, an administrator for school and residential programs for the emotionally disturbed, and a practicing psychologist in Berkeley for 7 years, John is currently a partner in REDO and a licensed real estate agent in the city. Apart from his contributions to REDO, he has been active generally in real estate development in Berkeley and in Marin County. John was born and raised in Berkeley and lives here with his wife, Margaret, and their two sons.

Jack Kemp: with his wife, Marni, and their two children have lived in Berkeley since 1964. He came to Berkeley for graduate study and teaching in architecture with an emphasis on participatory design, Jack is a licensed architect and has been in practice with his twin brother, Jim, in the Berkeley area for over 10 years. He has had extensive experience in rehabilitation and conversion of older buildings. He has been instrumental in the design of several innovative neighborhood commercial projects. He was also the senior architect for the Oakland Neighborhood Design Center where he worked with the Elmhurst Community Development Corporation in East Oakland.

Jim Kemp: 37 years old, Jim has lived in Berkeley for the past 11 years with his wife, Linda, and now with their new son. Jim is a licensed architect in business with his brother, Jack, at 1502 Walnut St., Berkeley. He received his degree from the UC School of Architecture and for the past 11 years has contributed to the city of Berkeley through architectural design engineering and rehabilitation. He and his wife have lived in and restored an old Victorian house which now has landmark recognition.

The Oceanview General Stores Associates:

Francis Barnes: 36 years old, head of the Berkeley-based "Painters Touch" house painting company. A 10 year resident of Berkeley with a rich and varied background, Francis was the director of the "Caring Center," where he worked with severely disturbed children. He directed the Concord-based Teen Hope Work Training Program for youth offenders. He also has been a musician, computer operator, journeyman mason, and a teacher in the Berkeley schools. He now is associated with REDO and the Oceanview General Stores.

John Patterson: 28 years old, and a native of Washington D.C., John moved to Berkeley in 1973. He is currently construction foreman for REDO and has worked closely with Steven and Kathy Lustig and John Wolohan on many Victorian restorations, including the revival of a classic Queen Anne row house on Stuart Street which was scheduled for demolition. This house subsequently received an award from B.A.H.A. John is also a resident of Oceanview, living at 1733 9th Street. He studied carpentry with the late Edward Koch, who built "The Carpenter's Shop" at 1409-11 4th Street. He is dedicated to the revival of his neighborhood and is anxious to apply his skills in the restoration work of Oceanview General Stores.

Andrew Beckerman: a Berkeley resident for 8 years, Andrew is currently an associate with Kemp & Kemp Architects. Prior to this position, he established and was the director of the Neighborhood Design Center of Oakland which offers free architectural and planning service for community groups. In addition, he has worked at the Community Design Center in San Francisco and has lectured extensively throughout Europe on citizen participation in architectural design and planning.

The Oceanview General Stores Project Developers

Kemp & Kemp Architects:

Kemp & Kemp is one of Berkeley's most creative and accomplished architectural firms. The commercial and residential buildings which the Kemps have completed are of a kind with the accomplishments of Berkeley's famous architects. The firm has been involved in restoration, rehabilitation, and reuse of older buildings for more than the past 10 years. They have completed over 24 commercial and residential projects. Their projects include: an Eastlake Victorian home in Napa, 2 Victorian residences in Oceanview, and 3 Berkeley brown shingle cottages the last of which have served as homes for their families. Among the completed projects are numerous planning studies and analyses on older buildings throughout Northern California, including: the Old Homestead Building in Berkeley; Old Town Los Gatos; historical designations on Oakland Fox Theatre; and Geyserville High School; the Old French Laundry in Berkeley; and rehabilitation planning for the Old River Town of Walnut Grove on the Sacramento River. A more recent project is the design and construction of an espresso coffee shop using a salvaged Victorian sitting-room interior.

The Kemps are also deeply involved with the design and implementation of energy efficiency systems and would oversee this use in the Oceanview General Stores.

They are associates in the national design firm, Energy Consortium Inc. They are young and thoroughly grounded in established architectural practices. They are also innovative in the area of construction costs due to their familiarity with current methods and materials, and they are dedicated to the principles of good design.

Realty Enterprises Development Organization--REDO

Kathy and Steven Lustig founded REDO 8 years ago as a family business with the purchase of small properties in deteriorated condition. Kathy and Steven with the help of their two older children did 100% of the work themselves. They became proficient in all manner of remodeling work ranging from stripping wood-work and setting tile to completely rewiring whole buildings.

The company grew organically adding necessary parts and taking on larger projects. REDO slowly began to subcontract parts of the jobs to local professionals and to hire a full time crew of carpenters and apprentices. Since Kathy and Steven have 6 children (3 are teenagers), job training for students became part of REDO, at first starting with family members, but now including a summer crew of high school workers eager to learn the building trades. The last appendix contains a list of completed and current REDO projects. Many of these properties were sold to supply funds for the next project, or to support the Lustig family.

In 1977, Kathy and Steven joined into partnership with John Wolohan, and John was instrumental in the development of 2 psychotherapy office buildings which REDO remodeled on Dwight Way at Telegraph Avenue in Berkeley.

REDO is presently restoring an old Tudor house on Telegraph Avenue which they intend to operate as a Bed and Breakfast Inn--the first such establishment in Berkeley. The Inn will be called "Gramma's" after Kathy's grandmother who operated a boarding house in Boston at the turn of the century.

The REDO partners are very much Berkeley people and the properties they restore and remodel have an intimate Berkeley quality. This quality is equally present in their Victorian restorations of single family houses, three story chunky stucco apartment buildings, and the original Berkeley brown shingles. Their ability to build in keeping with the Berkeley community is possible only because they are so intimately a part of that community.

OCEANVIEW AREA SURVEY RESULTS ON COMMUNITY NEEDS

1) What kind of stores do you want and need in your neighborhood?

146 Laundromat	26 Record Store
119 Pharmacy-Drug Store	22 Beauty Salon
112 Restaurant-Coffee Shop	21 Bakery
105 Large Supermarket	9 Shoe Store
93 Specialty Food Stores	1 liquor Store
61 Department Store with clothes	1 Stationary Store
55 Produce Store	1 Art Gallery
38 Hardware Store	1 Nursery(plants)
28 Bookstore	

2) What services must you now leave your neighborhood to get?

176 Doctor	8 Appliance Repair
167 Dentist	6 Veterinarian
60 Legal Services	4 Childcare
59 Everything	1 Gundealer
18 Banking	1 Service Station

3) Where do you shop now?

162 El Cerrito	92 West Berkeley Area
147 Downtown Berkeley-includes University Area	78 Richmond-includes Hilltop
139 Oakland	36 San Francisco
99 North Berkeley-Shattuck, Vine, Solano	12 Albany
	9 San Jose
	4 East Berkeley

4) Would you like to see a public meeting place for the community as part of the Oceanview General Stores?

124 Yes	115 No
---------	--------

5) Do you use a car to go to work?

152 Yes	114 No
---------	--------

6) Do you use a car to shop?

207 Yes	33 No
---------	-------

7) Do you use public transportation?

147 Yes	122 No
---------	--------

8) Do you work in Berkeley?

106 Yes

199 No

9) Are you a student?

50 Yes

150 No

10) What age group are you in?

39 under 25
144 under 40

78 under 60
55 under 100

11) Would you be interested in having your office or business in Oceanview General Stores?

65 Yes

155 No

If yes, what kind of business?

Mexican Deli
Book-keeping
Nursery School
Public Relations
Printing
Record Distributor
Art Studio

Upholstery
Construction
Quilt Store
Roofing
Art Gallery
Credit Union
Photography

12) Would you be interested in working in an office or business in Oceanview General Stores?

106 Yes

120 No

13) Would you be interested in opening a store in the Oceanview General Stores?

42 Yes

188 No

If yes, what kind of store?

Wine Bar
Food Cooperative
Hair Products
Drug Store

Crafts Coop
Record Store
Art/Antiques Shop
Plant Store

- 14) Please include any special concerns that you might have regarding this project.

77 Statements of total support
 43 Help improve appearance of Oceanview
 37 Afraid of expense of goods sold in Oceanview General Stores
 33 Make it clean
 30 Worry about crime- safety of shoppers
 28 Worry about parking-traffic problems
 26 Save the old homes
 26 Destroy the old houses-build new ones
 22 Don't want people hanging out
 19 Need residential use in the area
 14 Hurry--Don't wait
 10 Don't want industry
 9 Don't want tourist restaurant development
 10 Don't want fast foods
 7 Feel we will fail- it is hopeless
 7 No neon signs
 4 want tourist boutique development
 2 want Berkeley residents on construction
 1 Senior housing which is available
 1 Don't change a thing, great like it is now

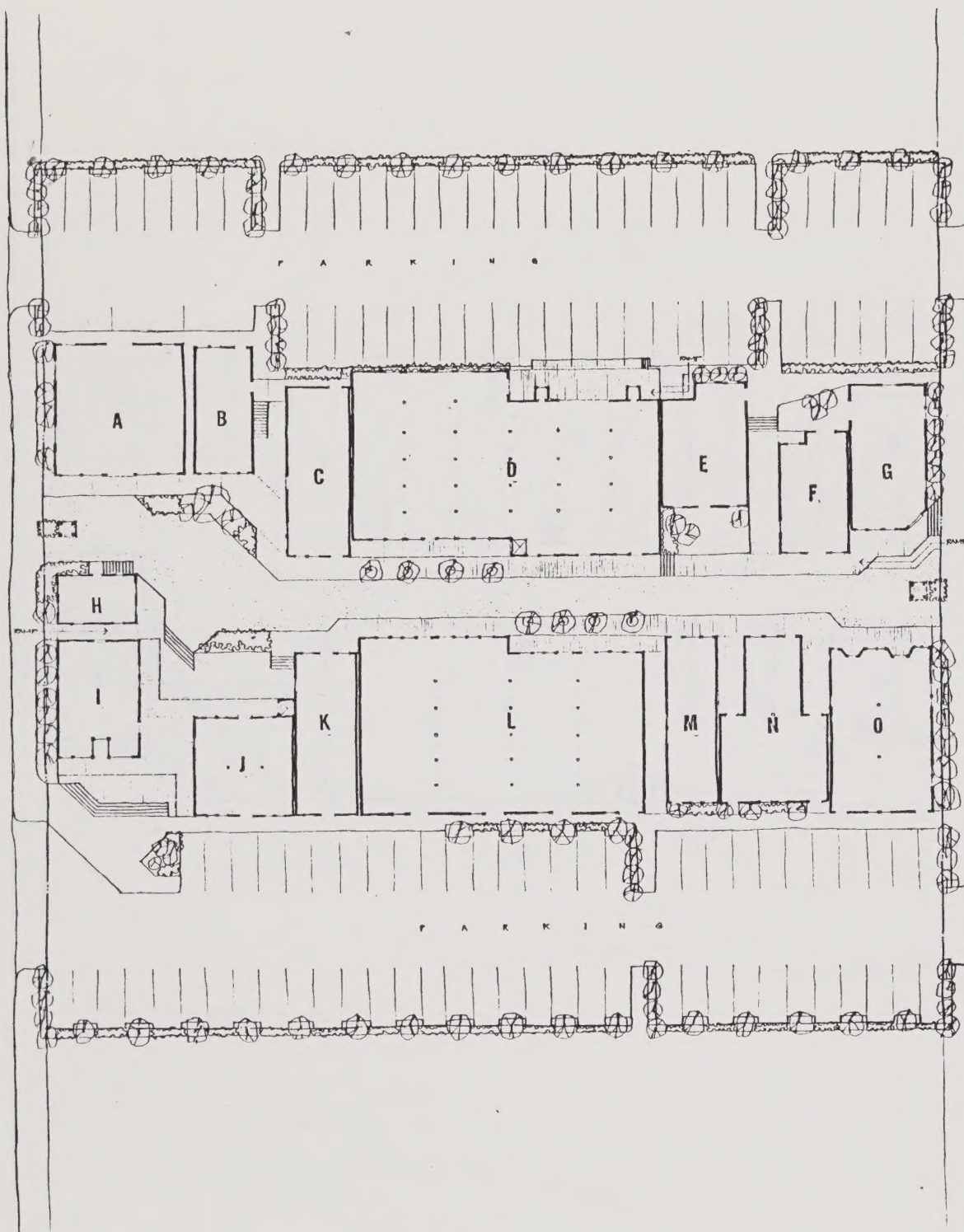
HISTORICAL GLOSSARY

- A. 801 Delaware -Poured Concrete Structure
- B. 805 Delaware -Wentworth/McEvoy House c. 1879
- C. 807 Delaware -Wentworth/Kroll House c. 1893
- D. New Construction -Everding Pioneer Starch and
Grist Mill Oceanview
- E. 813 Delaware -c. 1894
- F/G 817/821 Delaware -Casabonne's Saloon and Dwelling
Block (West Berkeley Gardens)
c. 1894
- H. Alphonso House -moved from 1783 Fifth c. 1878
- I. New Construction -design form after original
Suenderman's Shop on University
Avenue
- J. New Construction-design form after Heywood
House 1808 Fifth
- K. New Construction-design form after Berkeley
School Distirict Maintenance
Shops Seventh Street
- L. New Construction-design form after Manasse-
Block Tanning Co. 4th Street
- M. 816 Delaware - Paasch & Winnie's Meat Market
- N. 818 Delaware c. 1878
- O. 820/822 Delaware -Winnie & Shrader's Market
c. 1908
- P. 1808 Fifth -Heywood House c. 1878



S T R E E T

S T R E E T

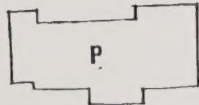


S T R E E T

DELAWARE

S T R E E T

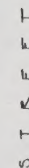
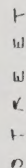
OCEANVIEW
GENERAL STORES



GROUND FLOOR
& SITE PLAN

PROJECT
OWNER
DATE
SHEET

EMP & KEMP ARCHITECTS
1000 STREET 1000
STREET, CA 94010-1000



DELAWARE _____

51 XT 5

**OCEANVIEW
GENERAL STORES**

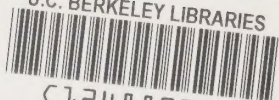
KEMP & KEMP ARCHITECTS
 14101 STREET SUITE 100
 BIRMINGHAM, CA 94704 AND 404 539-9999

PROJECT	
OWNER	
DATE	OFFICE

PROJECT:	
OWNER:	
DATE:	TIME:

SECOND FLOOR & ROOF PLAN

U.C. BERKELEY LIBRARIES



C124880091